

**SERVICE REPORT**

NO. 81

CLIENT Philip Morris U.S.A.

DATE August 31, 1994

PRODUCT Virginia Slims - 1995 Adv. Pool

A record of contacts with client, a report of status of work in production, and a memorandum of ideas discussed and work to be performed **Leo Burnett U.S.A.**

This reports on a meeting held August 26th at PM to discuss the Virginia Slims advertising pool for 1995. Those attending included:

Philip Morris

Giuseppe D'Alessandro Wendy Marin
 Bob Ferrin Jim Morgan
 Suzanne LeVan Norma Suter

Leo Burnett

Mara Fizdale Doug Ryan
 Karen Green Thomas Smallwood
 Doug Porter Pete Volz

Background

The purpose of the meeting was to present work shot for the 1st half 1995 advertising pool. In the context of that presentation, discussions were had to determine the future direction for the Virginia Slims campaign.

Discussion Summary**Overall Agreements**

Coming out of general discussion of the campaign direction, it was agreed that there were three related areas to explore:

1. **Style/Fashion** - Agency was asked to explore clothing that is less casual and more "stylish". It was thought that a more "styled up" appearance was more consistent with female smokers' perception of the brand.
2. **Attitude/Tone** - Generally speaking, the focus of the quotes and other copy should be somewhat narrowed to areas that are particularly relevant to the female smoker. It was felt that some copy in the past touched on areas that were globally relevant to all smokers and therefore not specifically relevant to female smokers. This seemed inconsistent with a brand designed for the specific tastes of female smokers.
3. **Brand/Product Link** - Closely related to the last point, the agency was asked to consider how the link between the quotes/copy and the product/brand could be communicated more explicitly.

Executional Agreements

Specific agreements as to the new pool were as follows:

Medium	Execution	Agreement
Print	Beat It	Approved to produce.
	Oldies But Goodies	Approved to produce.
	Who's Cooking	Approved to produce.
	Heavy Issue	Approved to presented. Hold for Production.
	No Contest	Concept approved; PM requested new visual that was more "interesting."
	Short Cuts	PM requested this OOH subject also be translated into print execution.

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Medium	Execution	Agreement
OOH	<u>Blow Out</u> <ul style="list-style-type: none">• With Quotes	Approved as presented. Hold for production until compared with "no quote" version.
	<ul style="list-style-type: none">• Without Quotes	PM asked for new visual with same scale as the quote version, but with a more upbeat expression.
	<u>Short Cuts</u> <ul style="list-style-type: none">• With Quotes	PM requested quote color be changed to black.
	<ul style="list-style-type: none">• Without Quotes	PM requested LBCo. develop a "no quote" version.
	Basketball	Given the presentation of the above subjects, PM asked the agency to develop a "no quote" version.

Next Steps

- ✓ LBCo. to revise executions as indicated w/o 9/5
- ✓ LBCo./PM to have working meeting on future fashion/style direction w/o 9/5

Please call with questions.


Doug
x3717

/laj

cpmsrs81

cc: John Buehler - 19
Karen Gardner - 18
Donna Nolan - 18

Lenora Rand - 26
Lawrence Lee - 26
John Ward - 26

Tom Ramsey - 26
Alonzo Evans - 26
Donna Lukasiewicz - 26

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